

Translation of English Drama Movie Titles from English into Persian

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Abstract

translation studies are interdisciplinary, combining linguistic, cultural, and technological viewpoints. The aim of this research is to examine the strategies employed in translating movie titles. 252 data points were examined as follows; Initially, searches were conducted across various online platforms to identify English-language action series titles. Subsequently, Persian translations of these titles were extracted. Finally, the data was categorized into tables and frequency distributions were calculated based on Yen's theoretical framework (2009). the most frequently used strategy is literal translation, while the least utilized is explication. The strategies of transliteration, providing a new title and adaptation are used in descending order of frequency.

Keywords: translation, subtitling, English title

Introduction

Film is an essential medium for storytelling and cultural interaction, effectively crossing borders of geography and language. Recognized as one of the most beloved forms of visual art, film not only entertains but also encourages contemplation on various life themes. The title of a film serves as its brand, playing a pivotal role in drawing in viewers and encapsulating the core message of the story. In today's interconnected world, the translation of film titles is critical, especially when foreign films enter new markets. A thoughtfully translated title can significantly boost a film's attractiveness, ensuring it resonates with local audiences while preserving its original meaning. This research investigates the translation of film titles through Peter Newmark's communicative translation theory, which focuses on creating an equivalent impact on target audiences as intended for the original viewers. By following guidelines that emphasize aesthetic quality, cultural significance, and clarity, translators can effectively navigate the complexities of language and culture. This analysis reveals the intricate processes and strategies involved in translating film titles, highlighting their importance for both commercial viability and intercultural communication.

The Scopus theory of translation studies highlights the significance of purpose and context, portraying translators as proactive decision-makers who take into account their audience's needs and cultural backgrounds. This approach encourages a more flexible and responsive translation process.

According to Yin (2009) The article discusses the translation of English movie titles into Chinese. The paper argues that a well-translated title should accurately convey the movie's essence while appealing to the target audience.

The article "On the Translation of English Movie Titles" by Lu Yin discusses several strategies for translating movie titles effectively. Key strategies include:

1_ Transliteration: Borrowing the sound of the original title, often used for names or culturally significant terms.

2_ Literal Translation: Converting the title's grammar to its nearest equivalents in Target Language, maintaining content and form.

3_ Explication: Adding details to clarify the title's meaning, especially for allusive titles.

4_ Adaptation: Modifying cultural references to better resonate with the target audience.

5_ Providing a New Title: Creating an entirely new title that accurately reflects the film's story when other methods are insufficient.

Key word: Translation Studieds_ Audio-visual_ Translation_ subtitling_ Title Translation

Review of Literature

According to Leonardi (2011) which delves into the notion of equivalence in translation, highlighting the conflict between theoretical concepts and real-world applications. It examines how various elements, including gender and ideology, can affect translation strategies. Leonardi underscores the necessity of grasping cultural and linguistic subtleties to create effective translations and also discusses the difficulties translators encounter in their pursuit of equivalence.

According to Yu (2018) The article addresses the translation of English movie titles, underscoring its importance in facilitating cultural exchange. The author describes several translation methods, including literal translation, transliteration, and free translation, As a result It stresses that effective translations should engage audiences while upholding principles of accuracy, cultural sensitivity, and a mix of commercial appeal and artistic quality, . In essence, a well-executed title translation can boost a film's success as both a cultural artifact and a marketable item.

According to Alousque (2015) This paper examines the translation of English film titles into Spanish and French, highlighting that title translation transcends mere linguistic transfer and involves cultural considerations and audience engagement. It categorizes various translation techniques, including literal translation, zero translation, and adaptation. The study concludes that while many titles retain their original form, cognitive operations play a crucial role in ensuring translations resonate with target audiences, suggesting a need for further research in this area.

According to Álvarez de la Fuente (2021) highlighting the cultural and linguistic nuances that impact this process. It analyses a corpus of 379 titles, focusing on various translation techniques—such as literal translation, adaptation, and creation—and their relationship to the titles' communicative functions. The findings indicate that translation patterns are influenced more by the intended function of the title than by linguistic factors. The study underscores the importance of

effective title translation in attracting audiences and ensuring successful film distribution across cultures.

Review research that carried on title movies the researcher notices that little research has been done on this topic in English to pension translation. The purpose of this research is the strategic analysis used in the translation of English to pension movies title.

Methodology

This study is described as descriptive corpus-based research. Movies with the drama genre were sought and found on the Digi Movies website, then the English titles of the movies were extracted. Next, the Persian translations of the titles were extracted. Based on Yin (2009) theoretical framework, the data were classified and then placed in the number and frequency tables.

Result and discussion:

Table1, Number of strategies used in the title of movies with drama genre:

Strategies	Literal Translation	Transliteration	Adaptation	Explication	Providing A New Title
Number	192	37	11	6	6

This table shows the number of strategies use in translation of English movies title into Persian in the drama genre. The most used strategy in translation the title from English to Persian is literal translation with number of (192) and the least strategy used in the translation of title from English to Persian is providing a new title and explication with number of (6), and two other strategy the transliteration with the number of(37),adaptation with number of (11).

Table2,frequency of strategies;

Strategies	Literal Translation	Transliteration	Adaptation	Explication	Providing A New Title
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Frequency	76.8%	14.8%	4.4%	2.4%	2.4%
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This table shows the frequency strategies use in translation of English movies title into Persian in the drama genre. The most used strategy in translation the title from English to Persian is literal translation with the frequency of (76.8%) and the least strategy used in the translation of title movies English to Persian is providing new title and explication with the frequency of (2.4%), and two other strategy is the transliteration with the frequency of (14.8%) and the other strategy is adaptation with the frequency of (4.4%).

Some strategies are used in the translation of English titles to Persian, for example The most used strategy in translation the title from English to Persian is literal translation with the frequency of (76.8%) for example It "Ends with Us "as (با ما به پایان می‌رسد) and the least strategy used in the translation of title movies English to Persian is providing new title (2.4%) "Omni Loop"(حلقه زمان) and explication "Love Is In The Air(بوی عشق پیچیده) with the frequency of (2.4%), and two other strategy is the transliteration "Manderley(مندرلی) with the frequency of (14.8%) and the other strategy is adaptation "Steroid City(شهر سیارکی) with the frequency of (4.4%).

Conclusion

The translation of the movie title is one of the things that attracts the attention of the audience, so the translation of the movie title is very important for better communication with the audience. In this research, we analyzed 250 movies in the drama genre from English to Persia. In this research that the most used translation strategies and were literal translation and transliteration, this is in line with Lotfollahi (2012), who investigated translation of movie titles from English into Persian and came to the same results. Thus translators are very careful in using these strategies for better interpretation of meaning and better communication with the audience.

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